Model Paper – 1
Hi-Tech Institute of Engineering & Technology
B.C.A. Examination
(Semester-3rd) Odd Semester
(BCA-304)

Time: 3 Hours   **Maximum Marks: 75**

Faculty Name: Mr. Vinay Kumar Agarwal

Note: Attempt questions from all sections as per instructions.

Section – A

Note: Attempt all questions.   5 x 3 = 15

1. What do you understand by CRM Touch Points?
2. Name 4C's of CRM Process?
3. How can training Benefits Retention?
4. Write the purpose of CRM?
5. Why Beta Test is Important?

Section – B

Note: Attempt any two questions.   2 x 7.5 = 15

6. What do you understand by CCM? Explain in brief its Importance for growth of Business?
7. How CRM is beneficial in Retail Sector?
8. Discuss the Implementation of an E-CRM System?

Section – C

Note: Attempt any three questions.   3 x 15 = 45

9. Define CRM? What are its Components? Describe.
10. What is Sales Force Automation? How is it Beneficial?
11. How do Elements and Process of CRM help in growing Business?
12. Define E-CRM. Describe its Features and Process of Implementation?
13. Explain the Purpose of Beta Test and how can this be performed?

Model Paper – 2
Hi-Tech Institute of Engineering & Technology
B.C.A. Examination
(Semester-3rd) Odd Semester
(BCA-304)

Time: 3 Hours   **Maximum Marks: 75**

Faculty Name: Mr. Vinay Kumar Agarwal

Note: Attempt questions from all sections as per instructions.

Section – A

Note: Attempt all questions.   5 x 3 = 15

1. Define Peer Referral?
2. What do you understand by Cross Selling?
3. Define Customer Retention?
4. What the potential drawback of CRM?
5. What is Data Import?

Section – B

Note: Attempt any two questions.   2 x 7.5 = 15

6. Discuss the Customer Touch Points during a Purchase?
7. Discuss the Characteristics of E-CRM Solution?
8. Discuss the steps of choosing the Right CRM Solution?

Section – C

Note: Attempt any three questions.   3 x 15 = 45

9. What are Service Quality Measurement Scales? Write a note on SERQUAL Model?
10. What do you understand by Data Import and its tools?
11. Differentiate between CRM and E-CRM?
12. Briefly Discuss the 4C's Elements of CRM Process?
13. Discuss the Role of CRM in Business Strategy?